



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

September 21, 1984

Mr. Richard Dougherty
Sports Section
830 Whitman Drive
Turnersville, NJ 08012

Dear Dick:

Regarding our recent conversation, this is to confirm Marlboro's participation in the 1984-85 program at Turf Paradise. It is understood that we will have a four-color, back cover ad at the rate of \$9,500 per year. In addition, this confirms our intentions to renew the Marlboro Clock contracts with the tracks and for the period listed below:

3 Year Term

Atlantic City
Bowie
Calder
Detroit
Fair Grounds
Gulfstream
Hazel Park
River Downs

1 Year Term

Hialeah
Monmouth Park
Oaklawn
Tampa Bay

It is understood in all cases, that the rate is \$5,000 per year.

If you have any questions, please give me a call.

Sincerely,

John P. Connolly
Coordinator
Special Media

/da

cc: V. Weiner

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